

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-06 CIAE-00 INR-07 NSAE-00

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FM AMEMBASSY SAN JOSE

TO SECSTATE WASHDC 8554

UNCLAS SAN JOSE 4293

E.O. 11652: N/A

TAGS: BEXP CS

SUBJECT: QUARTERLY REVIEW OF FY 1975 COMMERCIAL
ACTION PROGRAM (CAP)

1. EMBASSY'S CAP COMMITTEE REVIEWED THE PROGRESS AND ACHIEVEMENTS OF CR'S FY 75 CAP. OF PARTICULAR NOTE WAS THE HIGH DEGREE OF SUCCESS ACHIEVED THROUGH EMBASSY'S EFFORTS IN CAMPAIGN NO. 1. PMMI'S TRADE MISSION TO COSTA RICA SOLD MORE THAN \$200,000 IN MACHINERY AND EQUIPMENT AND PROJECTED ITS SALES FOR THE COMING YEAR AT \$1 MILLION. TWENTY LOCAL BUSINESSMEN ATTENDED PMMI'S EXHIBITION IN CHICAGO.

2. THE MARKET PROFILE ON FOOD PROCESSING AND PACKAGING INDUSTRY WAS DELAYED BECAUSE RECENT STATISTICS, CONSIDERED TO BE VITAL TO SOME OF THE CONCLUSIONS DRAWN WERE NOT AVAILABLE. THE DATA HAS BEEN GATHERED AND THE REPORT WILL BE SUBMITTED WITHIN TWO WEEKS.

3. THE FIRST NEWSLETTER SUPPLEMENT WAS MAILED TO PROMOTE ATTENDANCE AT THE NATIONAL HARDWARE SHOW IN NEW YORK. IT WAS SUBSEQUENTLY USED IN THE PROMOTION OF PMMI'S TRADE MISSION TO PROMOTE ATTENDANCE AT THE 1974 BOBBIN SHOW CONVENTION IN DALLAS AND PMMI'S EXHIBITION IN CHICAGO.

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4. EMBASSY'S INVENTORY OF MAJOR CONSTRUCTION PROJECTS IS BEING CLOSELY WATCHED. IT WAS NOTED THAT SEVERAL OF THE TENDERS ARE LATE IN THE OFFERING. AGENCY INDEX OF U.S. MANUFACTURERS OF CONSTRUCTION EQUIPMENT HAS BEEN COMPLETED AND "ACTION" FILMS OF CONSTRUCTION EQUIPMENT (CAMPAIGN 2, ACTION 6) HAVE BEEN REQUESTED.

5. PROGRESS REPORTS ON PLANNED CONSTRUCTION PROJECTS WILL BE DISSEMINATED BY DECEMBER 6.

6. AGENCY INDEX OF LOCAL REPRESENTATIVES OF U.S. MANUFACTURERS AND SUPPLIER OF HOSPITAL AND MEDICAL EQUIPMENT HAS BEEN COMPLETED. BECAUSE COMMERCE WAS UNABLE TO SUPPORT CAMPAIGN NO. 3, ACTION 2 AND 3, IT WAS SUGGESTED AND AGREED UPON BY THE CAP COMMITTEE, THAT EMBASSY WILL UNDERTAKE THE TASK OF RECRUITING THE REQUIRED CATALOGS. THE OBJECTIVE OF THE "MINI" CATALOG SHOW IS TO OBTAIN LOCAL AGENTS OR REPRESENTATIVES OF U.S. NEW-TO-MARKET FIRMS AND ITS EXPOSURE WILL BE LIMITED TO THE MEMBERS OF THE CHAMBER OF REPRESENTATIVES OF FOREIGN FIRMS.
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